



MEDIA ADVISORY
[INSERT DATE]

**CONTACT: [INSERT LOCAL
CONTACT NAME, PHONE, EMAIL]**

**National Survey Finds that Most People See Diabetes Risk Factors for Others,
Not Themselves**

XX Percent of [Insert State]'s Adult Population is Obese, a Known Risk Factor

- WHAT:** The National Diabetes Education Program (NDEP) conducted its second [Survey of the Public's Knowledge, Attitudes, and Practices Regarding Diabetes](#) in 2008 among adults age 35 and older, following the first survey in 2006. Key findings underscore the disconnect that remains when it comes to awareness of diabetes risk factors and people's understanding of their personal risk for developing type 2 diabetes, a chronic disease that can be prevented or delayed. While most respondents say they are aware of diabetes risk factors such as being overweight and physically inactive, this awareness does not translate to improving their understanding that they may be at risk for type 2 diabetes, suggesting that they see diabetes risk in others, but not themselves. The encouraging news, however, is that respondents do make the connection between their personal risk for developing diabetes when discussed in the context of family history of diabetes.
- WHEN:** Tuesday, March 23, 2010 is [American Diabetes Association Alert DaySM](#). This day is devoted to informing the public about the seriousness of diabetes, particularly when the disease is left undiagnosed or untreated.
- HOW:** Find out if you or someone you love is at risk for type 2 diabetes. Take the [NDEP diabetes risk test](#).
- WHY:** About one-fourth (or 5.7 million) of the nearly 24 million Americans with diabetes have the disease and don't even know it. Another 57 million have pre-diabetes, a condition where blood glucose (blood sugar) levels are higher than normal, but not high enough for a diagnosis of diabetes. If undiagnosed or left untreated, diabetes can lead to serious complications such as heart disease, stroke, blindness, kidney disease, amputation, and even death.
- IN [STATE]:** [XX percent](#) of the state's adult population has diabetes, and [XX percent](#) of the state's adult population is obese, a known risk factor for type 2 diabetes.
- Estimated County-Level Prevalence on Diabetes and Obesity is available [here](#).

WHO: [INSERT LOCAL CONTACT NAME] is available to provide more detail about the NDEP survey findings, diabetes risk factors, and what people can do to learn more about diabetes. To set up an interview, contact [INSERT CONTACT INFORMATION]

The National Diabetes Education Program is jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention.

www.YourDiabetesInfo.org
1-888-693-NDEP (6337); TTY 1-866-569-1162.

Note to editors: [Click here to view the NDEP Survey Snapshot and Executive Summary](#)

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